

ORDER



KSDK

Orders
Order / Rev: 717903
Alt Order #: 06347211
Product Desc: WOMEN VOTE
Estimate: 1883
Flight Dates: 09/27/12 - 10/04/12
Original Date / Rev: 10/02/12 / 10/02/12
Order Type: Political

Primary AE: Kristin Waskie
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Waterfront Strategies/ POL
Buying Contact:
Billing Contact:
 3050 K St. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Women Vote
Demographic: A35+
Product Codes: IS-Issue/Non Ballot
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	19	\$18,910.00	\$16,073.50
10/01/12	10/04/12	0	\$0.00	\$0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	19	\$18,910.00	\$16,073.50	0.00
Totals	19	\$18,910.00	\$16,073.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kristin Waskie			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	09/28/12	09/28/12	M-F 5-6A 5-6a	CM	5-6A	----F--	:30	2	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--			2		\$450.00	0.00					
N 2	KSDK	10/01/12	10/03/12	M-F 5-6A 5-6a	CM	5-6A	111----	:30	3	\$575.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		10/01/12	10/07/12	111----			3		\$575.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F 5-6A		5-6A	MTW-----	:30		(\$575.00)		0.00	NM		
Credited [Credit]															
2	KSDK	10/01/12-10/07/12		M-F 5-6A		5-6A	MTW-----	:30		(\$575.00)		0.00	NM		
Credited [cancel]															
3	KSDK	10/01/12-10/07/12		M-F 5-6A		5-6A	MTW-----	:30		(\$575.00)		0.00	NM		
Credited [cancel]															
3	KSDK	09/28/12	09/28/12	M-F 6-7A 6-7a	CM	6-7A	----F--	:30	2	\$1,010.00	P-1	0.00	NM	2	\$2,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--			2		\$1,010.00	0.00					
N 4	KSDK	10/01/12	10/03/12	M-F 6-7A 6-7a	CM	6-7A	111----	:30	3	\$1,125.00	P-1	0.00	NM	0	\$0.00

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Advertiser: Women Vote
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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 4	KSDK	10/01/12	10/03/12	M-F 6-7A 6-7a	CM	6-7A	111----	:30	3	\$1,125.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	111----		3				\$1,125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F 6-7A		6-7A	MTW-----	:30		(\$1,125.00)		0.00	NM		
		Credited [cancel]													
2	KSDK	10/01/12-10/07/12		M-F 6-7A		6-7A	MTW-----	:30		(\$1,125.00)		0.00	NM		
		Credited [cancel]													
3	KSDK	10/01/12-10/07/12		M-F 6-7A		6-7A	MTW-----	:30		(\$1,125.00)		0.00	NM		
		Credited [Credit]													
N 5	KSDK	09/27/12	10/03/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	211-1--	:30	5	\$1,010.00	P-1	0.00	NM	1	\$1,010.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/27/12	10/03/12	211-1--		5				\$1,010.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/27/12-10/03/12		M-F NBC Today 7-9A		7-9A	MTW--F----	:30		(\$1,010.00)		0.00	NM		
		Credited [Credit]													
2	KSDK	09/27/12-10/03/12		M-F NBC Today 7-9A		7-9A	MTW--F----	:30		(\$1,010.00)		0.00	NM		
		Credited [cancel]													
4	KSDK	09/27/12-10/03/12		M-F NBC Today 7-9A		7-9A	MTW--F----	:30		(\$1,010.00)		0.00	NM		
		Credited [cancel]													
5	KSDK	09/27/12-10/03/12		M-F NBC Today 7-9A		7-9A	MTW--F----	:30		(\$1,010.00)		0.00	NM		
		Credited [Credit]													
6	KSDK	09/29/12	09/29/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$450.00		0.00			
7	KSDK	09/29/12	09/29/12	SAT TDY NBC Today Show (Sa)	CM	7-9A	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
8	KSDK	09/29/12	09/29/12	Sat 9a Sat 9-10a	CM	9-10A	-----S-	:30	1	\$800.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Sat 9a		9-10A	-----Sa--	:30		(\$800.00)		0.00	NM		
		See MG 29.2,29.3,29.4 [NA DUE TO RYDER CUP GOLF]													
9	KSDK	09/30/12	09/30/12	Sun 6-7A Sun 6-7A	CM	6-7A	-----S	:30	1	\$450.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$450.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Sun 6-7A		6-7A	-----Su	:30		(\$450.00)		0.00	NM		
		Credited [cancel]													
10	KSDK	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$900.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$900.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
10	KSDK	09/30/12	09/30/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$900.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$900.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		SUN TDY	7-8A		-----Su	:30		(\$900.00)		0.00	NM		
Credited [cancel]															
11	KSDK	09/30/12	09/30/12	Sun 9a Sun 9-10a	CM	9-10A	-----S	:30	1	\$800.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Sun 9a	9-10A		-----Su	:30		(\$800.00)		0.00	NM		
Credited [cancel]															
12	KSDK	09/28/12	09/28/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	----F--	:30	2	\$560.00	P-1	0.00	NM	2	\$1,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	2		\$560.00		0.00						
13	KSDK	10/01/12	10/03/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	MTW---	:30	1	\$800.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW---	1		\$800.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F 9-10A	9-10A		MTW-----	:30		(\$800.00)		0.00	NM		
Credited [cancel]															
14	KSDK	10/01/12	10/03/12	M-F 10-11A News at 10am	CM	10-11A	MTW---	:30	1	\$450.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	MTW---	1		\$450.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F 10-11A	10-11A		MTW-----	:30		(\$450.00)		0.00	NM		
Credited [cancel]															
N 15	KSDK	10/01/12	10/03/12	M-F Noon News Noon News	CM	12-1230p	111---	:30	3	\$675.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	111---	3		\$675.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F Noon News	12-1230p		MTW-----	:30		(\$675.00)		0.00	NM		
Credited [cancel]															
2	KSDK	10/01/12-10/07/12		M-F Noon News	12-1230p		MTW-----	:30		(\$675.00)		0.00	NM		
Credited [Credit]															
3	KSDK	10/01/12-10/07/12		M-F Noon News	12-1230p		MTW-----	:30		(\$675.00)		0.00	NM		
Credited [cancel]															
16	KSDK	09/28/12	09/28/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	----F--	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	----F--	1		\$450.00		0.00						
N 17	KSDK	10/01/12	10/03/12	M-F 1230-1p Show Me St. Louis	CM	1230-1p	111---	:30	3	\$575.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	111---	3		\$575.00		0.00						

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39	KSDK	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	1030p-1205a	-----S-	:30	1	\$1,500.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Saturday Night Live		1030p-1205a	-----Sa--	:30		(\$1,500.00)		0.00	NM		
	Credited [cancel]														
40	KSDK	09/29/12	09/29/12	Golf NBC Golf	CM	Various	-----S-	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$800.00		0.00			
42	KSDK	09/30/12	09/30/12	LN2 (Su) LN2 (Su)	CM	1033p-11p/11:05p	-----S	:30	1	\$1,125.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$1,125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		LN2 (Su)		1033p-11p/11:05p	-----Su	:30		(\$1,125.00)		0.00	NM		
	Credited [cancel]														
43	KSDK	09/30/12	09/30/12	Post NFL News Post NFL Late News	CM	Various	-----S	:30	1	\$2,025.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S		1				\$2,025.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Post NFL News		Various	-----Su	:30		(\$2,025.00)		0.00	NM		
	Credited [cancel]														
44	KSDK	09/28/12	09/28/12	Late Night Late Night w/Jimmy Fallon	CM	1135p-1235x	----F--	:30	1	\$225.00	P-1	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	----F--		1				\$225.00		0.00			
45	KSDK	09/29/12	09/29/12	Sat Prime C Law & Order: SVU	CM	9-10P	-----S-	:30	1	\$1,010.00	P-1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/24/12	09/30/12	-----S-		1				\$1,010.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	09/24/12-09/30/12		Sat Prime C		9-10P	-----Sa--	:30		(\$1,010.00)		0.00	NM		
	Credited [cancel]														
46	KSDK	10/02/12	10/02/12	M-F 4-5A 4-5A	CM	4-5A	-T-----	:30	1	\$40.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-T-----		1				\$40.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSDK	10/01/12-10/07/12		M-F 4-5A		4-5A	-T-----	:30		(\$40.00)		0.00	NM		
	Credited [cancel]														
Totals													19	\$18,910.00	